
Self-Gov - Lottery, Idaho State Lottery Commission

Description:

To maintain consistently high sales of lottery products by providing an exciting product, available at a wide variety of retail outlets. Obtaining this objective will allow the Lottery to achieve its ultimate goal of maximizing revenue available to fund dividend payments in support of Idaho Public Schools and buildings.

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide and annual dividend in support of Public Schools and buildings.
 - A. Increase the annual dividend by \$500,000 each year.

Actual Results			
1996	1997	1998	1999
\$19,000,000	\$20,000,000	\$20,500,000	\$20,600,000
Projected Results			
2000	2001	2002	2003
\$21,100,000	\$21,600,000	\$22,100,000	\$22,600,000

2. Increase on-line lotto sales through greater jackpot awareness and additional sales locations.
 - A. Number of LED signs installed at retailer locations to increase jackpot awareness.

Actual Results			
1996	1997	1998	1999
160	160	160	160
Projected Results			
2000	2001	2002	2003
235	335	435	535

- B. Number of retail locations selling on-line tickets.

Actual Results			
1996	1997	1998	1999
635	650	665	680
Projected Results			
2000	2001	2002	2003
695	710	725	740

3. Increase instant ticket sales by offering a fresh, entertaining games, through a wide variety of retail locations.
 - A. Number of in-counter instant ticket dispensers installed at retail locations.

Actual Results			
1996	1997	1998	1999
80	85	98	98
Projected Results			
2000	2001	2002	2003
118	138	158	178

Self-Gov - Lottery, Idaho State
Lottery Commission

B. Number of instant ticket vending machines (ITVM's) installed at retail locations.

Actual Results			
1996	1997	1998	1999
130	175	205	235
Projected Results			
2000	2001	2002	2003
255	275	295	315

C. Number of retail locations selling instant tickets.

Actual Results			
1996	1997	1998	1999
1,081	1,103	1,095	1,095
Projected Results			
2000	2001	2002	2003
1,105	1,115	1,125	1,135

D. Number of retail locations selling breakopen instant tickets.

Actual Results			
1996	1997	1998	1999
142	150	155	155
Projected Results			
2000	2001	2002	2003
160	170	180	190

Program Results and Effect:

The Lottery has a single goal: to maximize the annual dividend to for public schools and buildings. Accomplishing this goal involves a combined effort to maximize revenues and minimize costs. In pursuit of our goal, the Lottery must be sensitive to the fact that, for various reasons, not all citizens of the State support a state lottery. Section 67-7401, Idaho Code, requires "...all advertising shall be conducted in a manner consonant with the dignity of the State and the sensibilities of its citizens."

For more information contact Steve Woodall at 334-2600.